

HEPPNER GAZETTE TIMES

MORROW COUNTY'S NEWSPAPER

The Hepner Gazette, established March 30, 1883. The Hepner Times, established November 18, 1897. Consolidated February 15, 1912.



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Published Every Thursday and Entered at the Post Office at Hepner, Oregon, as Second Class Matter
Subscription Rates: Morrow and Grant Counties, \$3.00 Year; Elsewhere \$4.00 Year. Single Copy 10 cents.

Why Advertising Helps You

Advertising Recognition Week is February 11 to 20. To the casual reader, a week set aside for such purpose may seem completely unexciting and meaningless, but closer observation will reveal the importance of paying proper homage to a product and a profession which have played a major role in the development of both our economy and our political system.

But consider some of the other benefits of advertising. It has made, and makes possible, abundant use of communication facilities—this newspaper, as an example; radio, TV, and the myriad of publications you find on your newsstand. Abolish their use of advertising, and they would, no doubt, be beyond financial reach of many people. Here in America, where advertising has reached its greatest consequence, the news of the world, its analysis, the world's great literature, art, music and kindred other contributions are at your fingertips for little or nothing. This is a result of advertising.

And it is this same advertising which has bolstered and informed America against tyranny and oppression since the days of one of our earliest and foremost advertising men, Benjamin Franklin. Thus, we may well pause and appreciate both American genius in advertising, and the end product in itself. Truly, it benefits you and it benefits everyone.

From The County Agent's Office

By N. C. Anderson

An indication that Pacific Northwest livestockmen are realizing the value of high quality livestock was demonstrated at the recent Red Bluff Bull Sale at Red Bluff, California. In each of the four breeds sold at Red Bluff, those grading highest brought by far the highest average prices. For the 282 animals sold, those grading one-minus, the top grade, went for 50% more money than the average of bulls in the next lower grade, or 2 plus. Bulls grading less than two-minus were sifted for the sale. For the entire sale, ten one-minus bulls averaged \$1,278.00; 48 two-plus bulls averaged \$821.98; 151 two-grade bulls averaged \$584.37; while 73 two-minus grade bulls brought only \$389.93, average.

less than for one dollar. The cost includes shipping charges. The trees are sold only for farm or forest plantings and purchasers must certify that they have not less than three acres under cultivation. The regular order blanks used in ordering these trees are available from the county agent's office.

With the weather warming up a bit and spring just around the corner, seeding of grasses and legumes for pasture should be uppermost in the minds of many. Don't forget them, they are the cheapest feed available. When beef cattle were selling above thirty cents a pound there was a rush of interest in pastures all over Oregon. Now that beef cattle prices are cut squarely in half, some of this interest has died down... the question is, should it?

Since it is harder to make money from cattle now, there is all the more reason to concentrate efforts on pastures for cheaper feed. Pasture costs only from one half to one fourth as much as either hay or grain, so when prices are low and the fight between outgo and income gets intense with the bank account as first prize, then it is all the more important to study ways to reduce outgo.

Pastures of all kinds can be established this year with less expense than for many years due to cheaper seed. In some cases a better cost sharing program by

government through ACP Program, better varieties and methods, and necessity on some farms to take land out of wheat. If you need help in developing pasture mixes and recommendations, we would be glad to help you.

O. W. Cutsforth, Lexington rancher, has recently added to the good quality livestock that can be found in Morrow county. Mr. Cutsforth bought Prumode 50th, the Reserve Champion Polled Hereford bull at the recent Northwest Polled Hereford Sale held at Yakima, Washington. This bull, of excellent quality, should do much to improve the Cutsforth herd.

Consigning at the sale was Kirk and Robinson, Hepner, who showed the junior champion bull.

In the recent smut report for the 1953 crop for the Pacific Northwest, some interesting information is presented. While the percentage of bushels grading smutty in 1953 was 3.7%, compared to 27.8% in 1952, this is still almost five million bushels of smutty wheat. Many people are happy about this situation, but there is always a bit of caution to be offered. For instance, in 1942 less than 3% of the wheat crop of the Pacific Northwest graded smutty, since that time wheat smut has caused an estimated loss of about 150,000,000 in this region. In other words, the low incidence of smut in 1953 is not a valid basis for overly optimistic conclusions. Wheat smut is a resourceful critter. Records show that it has ways of coming back. It has done just that in the past, and probably will again.

Several farmers have been ap-

FARM BUREAU TO HEAR HELL'S CANYON TALK

Clint Sinclair, representative for the Hell's Canyon Association, will speak at the Farm Bureau meeting next Tuesday at 8 p. m. at the Lexington Grange hall. Bureau officers announced Wednesday.

proached during the last week, being offered \$25 a bushel for their barley that they produce this year. With the grain storage problem such as it is, and prospects for a good harvest, many are worrying about what they will do with their barley. The price which they have been offered is \$25 and \$30 a ton. Our advice to these farmers has been to be slow in contracting their barley for such a price. The barley price support program, announced, will bring from \$50 to \$55 on your farm. We do not have the definite price rate for this county, although we expect it to be announced any day now. Of course, this barley must pass qualifications in grade to be eligible for loan and must be stored in storage eligible for loan. However, with the mothball ships acquired for wheat storage which will take care of approximately seven million bushels of wheat from Oregon, plus the recent sale of approximately fifteen million tons of wheat to foreign countries, our storage problem has been relieved somewhat. We are sure that there will be some distress barley that will bring considerably under the \$50 a ton support, however, this will be good feed barley as a general rule and there will be demand for it. Even if a person must store their barley on the ground, they cannot lose as much as they would in contracting it for \$25 a ton, now.

Interest is running high for Tillamook Dairy Herd Improvement heifer calves this winter. In the past two weeks, seven of these calves have been received with W. A. Heath & Son, Inc., receiving five. The Heath's will use Tillamook Dairy heifers for replacements in their dairy herd. Calves have also been received by Barton Glark, Hepner, and a calf for a 4-H club project by Mike Gray, Hepner. Calves have been ordered during the past week for Mickey Van Schoelack, Meridy and Nat Webb, Hepner. All calves ordered have been Guernsey's and the Superior grade from cows with 450 pound butterfat production and over.

Volume Down at Stock Auction

HERMISTON—Neil Beamer of Hepner topped the market at the Hermiston livestock auction with a 415 lb. sow selling for \$23.80 cwt. Delbert Anson, manager of the sale, reported.

icy roads which failed to thaw early enough to permit farmers to truck cattle to the sale cut volume and discouraged farmer and feeder buyers from attending. Packer buyers were present in usual numbers but were unable to find sufficient cattle in many instances to load car lots. Consigned were 170 cattle compared with 340 the previous Friday, 39 hogs compared with 159 and 105 sheep compared with 211. Prices were steady to slightly weaker, except for slightly stronger feeder lambs. Quality was generally lower except on sheep.

Announcement was made of the fourth annual all-breeds registered cattle sale Tuesday, March 2, in addition to usual weekly Friday sales.

Short supplies at markets throughout the area will heighten packer demand for cattle next Friday, particularly for slaughter cattle of commercial or higher grades, Anson reports.

Those topping the market were Cecil Cummings, Wallula, Wash., 63 mixed fat feeder lambs, 5870 lbs., \$17.90 cwt.; R. J. Curl, Pendleton, 965 lb. cow, \$15.50; W. C. Kik & Son, Hermiston, 1700 lb. whiteface bull, \$14.90; Paul Slaughter, Irrigon, 1280 lb. Holstein cow, \$11.50; C. F. Straughan, Pendleton, 5 whiteface steer calves, 2525 lbs., \$19.40; A. M. Crowder, Boardman, 265 lb. veal, \$23.75; E. P. Snyder, Hermiston, 960 lb. fed steer, \$20.30; Ralph Terney, Pendleton, 1 registered whiteface bull, \$250.00 hd.; Ben Conor, Hermiston, 235 lb. fat hog, \$28.00 cwt.

Calves: Baby calves 7.50-20.00 hd.; weaner calves, steer calves, 18.50-19.40 cwt.; heifer calves, 16.75-18.10; veal 21.50-23.75.

Steers: Stocker steers 16.50-17.10; feeder steers 17.10-19.35; fat slaughter steers, short fed only, 19.75-20.30; fat heifers, commercial grade cows, 16.75-18.10.

Cows: Dairy cows 95.00-127.00 hd.; dairy heifers 31.50-48.00 hd.; stock cows 112.50-135.50 hd.

Slaughter cows, Commercial 14.75-15.50 cwt.; utility 11.50-13.75; canner-cutter 8.50-10.75; shells 5.00-7.00.

Bulls: 13.20-14.90.
Hogs: Weaner pigs 9.00-16.00 hd.; feeder pigs 24.75-26.90 cwt.; fat hogs 27.40-28.00; sows 21.75-23.80; boars, none.
Sheep: Feeder lambs 14.75-16.40 cwt.; mixed fat and feeder lambs to 17.90; ewes 2.00-5.10 cwt.; bucks, none.

HAROLD DOBYNS HURT

Harold Dobyms of Ione received injuries to an ear Monday while helping LaVerne Hams tow a car. Dobyms started to remove the tow chain when the cars came together and his head was caught between the bumpers. He was treated by a Hepner physician.

METHODIST WOMEN PLAN DINNER

The ladies of the Methodist Church are planning a public dinner to be held Saturday, March 13. Additional details will be announced later.

IONE CHURCH OF THE NAZARENE

Wilfred C. McKay, pastor Sunday School at 10:00 a. m. Preaching service at 11 a. m. Evening services at 8:00 p. m. Bible study and prayer meeting, Thursday, 8 p. m. Everyone welcome.

USE GAZETTE TIMES CLASSIFIED ADS

First Group of New 'Correlated Furniture' Now On Display at Case Furniture Co.

Case Furniture Company is this week showing the first group of their brand new series of Correlated Furniture—matching pieces of bedroom, living room and dining room.

The new line, manufactured by B. P. John company of Portland, is called Fireside Modern and comes in a beautiful honey tan finish that is fast becoming one of the most popular developed. At the present time just the bedroom group is on display, but Allen Case announced that as soon as the other pieces are put into manufacture the store will have them available for buyers of this area.

The company plans to make the new line for a period of 8 years which will allow families to buy new matching furnishings as their budget will allow, and Case also emphasized that all pieces are open stock which means that they can be purchased piece by piece if desired.

The smart bedroom group now on display features a standard bed with bookcase headboard and matching footboard, night stand and a choice of double or triple dresser and a complete suite can be purchased for only about \$200. Some of the items to come later in the living and dining room groups are a davenport and chair, a sectional davenport, knee-hole desk, a smart tea wagon, coffee and end tables and step tables. The new dining room groups will include a choice of two sizes of tables, two buffets and two chair models.

Case's urge all persons in the area who are now interested in new home furnishings, or who expect to be within the next years to stop in soon and see this new innovation in furniture design. They will be glad to explain how you can correlate all your home's furnishings with this new "Correlated Furniture." The reasonable prices, in addition to the ultra smart designing, make it one of the best values they have been able to offer.

Case Furniture Co.

Oregon's First Bank

67 BRANCHES TO SERVE YOU!



First in deposits, first in customers... now your First National is the greatest bank in the Northwest.

First National's 67 branches offer you tops in convenience too. Wherever you go in Oregon, there's a First National branch nearby, ready with the same efficient service and friendly assistance.

So...bank First National...where convenience and service are always first!

Wherever you go in Oregon there's a First National branch nearby. Shared communities are those with new First National branches as of February 8, 1954.

HEPPNER BRANCH
FIRST NATIONAL BANK
OF PORTLAND
"LET'S BUILD OREGON TOGETHER!"
MEMBER FEDERAL RESERVE SYSTEM

It's Gonty's For Bargains Galore

6th SEMI ANNUAL

FOR SALE 1

2 of SHOES

SECOND BIG WEEK

We've found another big group of styles of famous-make shoes that are now on sale at 2 for the price of 1. You can choose from pumps, ties, straps, high and medium heel styles, casuals, sports, flats and many more. SAVE, get yours today at 2 for the price of 1.

AND -- HALF PRICE RECORD SALE
45 RPM Albums and 33 1/3 RPM Single Records

Hurry in Today for Super Savings

Gonty's

IN HEPPNER